# A Psychological Moment

The First Day of the Finally Reduced Prices Made Just Prior to the Palais Royal "Stock Taking."

#### Isn't It the Moment

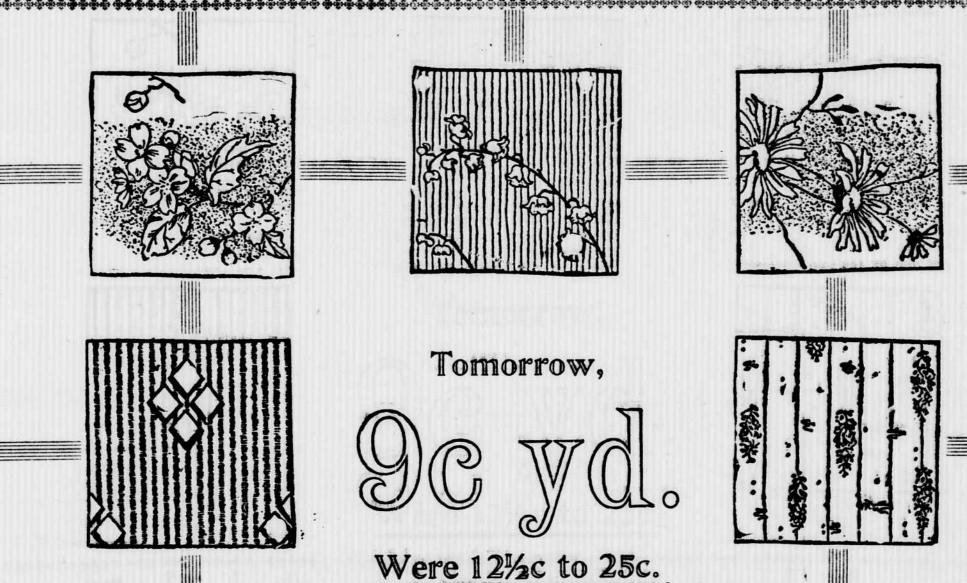
-when prettiest of Wash Dress Goods, standard at 121/2c to 25c, are reduced to only oc vard? The Trimmings, too, at prices as surprisingly little. The final reductions in the price of Summer Goods occur here a month earlier than customary-because the Palais Royal "Stock Taking" occurs July 1 instead of August 1. The trade rule-to count dollars rather than goods-is prompting startling reductions in all departments.

Chambray Dress Ging- 6C hams; plain colors..... 10c Standard Aprofi Ging- 6C 15c White Dotted Swiss and QC Check Nainsooks ..... 25c White Flaxon; in checks 15c 25c Dress Ginghame; in plaids 15c 25c Figured Shirrette; lin- 121/2C 1214c Figured Batiste Lawns.... 9C 50c Figured French Voiles ..... 35C

39c French Voiles; in plaids 25c

25c Figured Dimities and 121/2C Figured Dotted Swiss ...... White and Colored Wash Braids; used for bathing suits and children's wash dresses. Were 10c yard.....

Ocean Pearl Buttons; 1 dozen on card; for shirtwalsts and dresses. Some were 10c card...... Applique. Were 39c yard..... 9c Colored Net Embroidered Bands; from 1 to 2 inches wide. Some were \$1 yard...... 39c Silk Novelties; in black and colors. Sold up to \$1.89 yard..... 89c



#### Ribbons, Laces, Embroideries.

Art Ribbons at 29c yard! Whether for hat trimming, dress sash, the hair, or to create some pretty ornaments, these art ribbons are equally attractive. Some, floral effects, look as if handpainted; others, in stripes, are rich in colorings. 5 and 6 inches wide, at 29c yard. Now learn of the Laces and Embroideries.

Black and Colored Japanese Embroidered Lace Bands; up to 10 inches wide. Some were \$2.00 50c yard.....

Colored Silk Embroidered All-over Laces; 18 and 20 inches wide. Some were \$3.00 yard.. \$1.00 Cotton Nottingham Lace Bands; some filet effects; up to 10

inches wide. Some were 75c 25c yard..... Cotton Cluny Lace Bands and Edges; up to 5 inches wide. 7c Some were 25c yard..... Valenciennes Laces, Edges, and In-

22-inch Swiss All-over Embroidery; large and small patterns; in eyelet and blind effects. Some were 79c

18-inch Swiss and Cambric Corset Cover Embroideries. Some 19C were 39c yard..... 27-inch Irish Crochet Embroidery Floundings. Some were \$3.98 \$1.50

Nainsook Embroidered Tokes for gowns, corset covers and 18c chemise. Some were 89c each.... 27-inch Swiss Embroidery Flounce ings, eyelet and Irish crochet 790 effects. Some were \$2 yard..... Galloons; some Irish crochet effects;

up to 5 inches wide. Were 50c 21c Batiste and Chambray Colored Em-Batiste and Charles Broidery Robes. Some were \$7.98

\$18..... White Swiss Embroidery Robes; semi-made. Some were



Reduced to \$1.69 and \$2.98.

These dainty dresses were made to retail at \$2.98 to \$5.00. Tomorrow's visitors will ; receive the cream of these bargains. Remember that prices are finally reduced-beginning after breakfast tomorrow. Go to third floor and find dainty beauties in white lingerie effects, some almost entirely of eyelet embroidery. In colors are dainty voiles and 





Only four styles pictured above. A quarter hundred are here, at only \$1.00 for choice.

Lingerie Dresses-imported models that were \$25.00 to \$50.00 finally reduced to \$10.00 for choice. Linen Coat Suits reduced from \$12.50 to \$4.98 and from \$22.50 to \$9.98. All-wool Cloth Tourist Suits, made to retail at \$25, \$30, \$35 and \$40, finally reduced to \$15.00 for choice. If you would get the "cream" of these bargains, must you not be a soon-after-breakfast visitor tomorrow?



Finally Reduced to \$3.98.

While the major portion of these dresses were made to retail at \$10.00, they have been lately distributed from here at \$5.00, creating the talk of the town. Now finally reduced to \$3.98-Voile, Marquisette, Swiss, Embroidery and Lace Dresses, Main-tailored Linen Suits and One-piece Linen Dresses, in sailor effects, richly embroidered. 

#### Table Linen, Etc.

The one time in the year when all the standard makes are all reduced in prices. Regular patrons know these Table Linens, Towels, Sheets and Spreads, and will appreciate tomorrow's

"Stock-taking" prices on this Second Floor. Mercerized Satin Damask; 60 39C inches wide. Was 59c yard..... Bleached Satin Table Damask; 70 inches wide. Was 65c vard..... German Table Damask; extra leavy; pure linen. Was 69c 59C German Silver Bleached Damask; German Silver Bleached Napkins;

Mercerized Table Cloths; \$1.19 Huck Towels; hemmed; 17x34 7c inches. Were 10c..... Huck Towels; hemmed 20x40 11c inches. Were 15c..... Bleached Sheets; extra heavy; 81x90 Standard Bleached Sheets: 690 81x90 inches. Were 85c..... Crochet Bedspreads; mar-selles patterns. Were \$1...... 89c Crochet Bedspreads; firinged; cut

Art Needlework on First Floor.

stamped and tinted; Laundry Bags. stamped and timed, Were 25c 10c

Battenberg Centerpieces; full size; round and square. Were 39c 25c and 50c.....

Hand-embroidered Voile Waists; Doilies; Teneriffe wheel pattern; 6x6 plain centers. Were 5c each. 10c pretty designs. Worth \$4.50 \$2.00 Plates, fancy edge. Some were to \$6.00.

#### Every Day Home Needs

"Stock Taking" on the Basement Floor Brings You These Rare Bargains.

Chamber Set of 12 pieces, large, fancy shapes, handsomely \$5.00 decorated. Was \$8.95.... 5 Decorated Chamber Sets, of 10 pieces, large fancy shape. \$2.25 Were \$2.50.... 2 Chamber Sets, of 10 pieces, artistically decorated; large, \$1.25 fancy shape. Were \$2.98.. Chamber Set, of 10 pieces, artistically decorated. Were \$1.50 Chamber Set of 10 pleces, highclass decorations. Was \$3.75 3 English Chamber Sets, of 10 pieces; extra large fancy shape; dark blue decoration. \$3.75 4 Dark Blue Chamber Sets, of 12 pieces, with large Slop Jar; gold decoration. Were \$6.50. \$4.00 4 Covered Chambers and 5 Wash Basins from broken chamber sets, decorated. Worth 50c and 35c White China Tea Plates, with 4c fancy edge. Were 7c and 10c each. White China Dinner Plates, with fancy edge. Were 7c and 10c White China Cups and Saucers, low shapes. Some were 10c 29c and 15c. Six for...... 29c White China Tollet Pitcher and Basin, fancy edge. Some were 69c samples used for display; many & White China Individual Butter

White China Fruit Saucers. 2c Some were 8c each..... White China-covered Slop Jars, with bail handle. Were 69c 75c..... White Stone Slop Jars, without cover, large size. Were 29c 50c.... White Stone China Chambers, large size, first quality. Were 14c White China Dinner and Tea Sets, 100 pieces; new shape; \$3.97 American China Dinner and Tea Sets, 100 pieces; floral and \$6.97 English China Dinner and Tea Sets, 112 pieces; underglazed \$9.75 decorations. Were \$15...... Carlsbad China Dinner and Tea Sets, 100 pieces; French \$12.75 shape. Were \$16.50...... Haviland China Dinner and Tea Sets, 100 pieces: each piece stamped; floral and gold decora- \$17.75 tions. Were \$25..... Breakfast Sets, of 7 pieces, of fine quality China, Japanese \$2.50 decorations. Were \$1.50..... Carlsbad China Tea Sets, 56 pieces, assorted decorations. Were \$5.75 American Beauty Gas Range; high oven and broiler; 60 inches high; five drilled burners. Was \$19.50 Gas Ranges, with three drilled Plates, fancy edge. Some were 1c burners on top and extra \$7.75 sc and 10c..... \$7.75

American Beauty Gas Range: 4 drilled burners on top; large oven, with glass door. Was \$10.50...... \$8.75 Blue-flame Wickless Oil Cook Stove, with three burners on top. \$4.87 Iron Ovens for gas or oil stove; full size. Some were Steam Cookers for gas or oil stoves, with three vessels. "Wilson" Bread Toasters for 10c gas or oil stoves. Were 15c ..... Gas Stoves, with two double burners and large top. Were Double Oll Stoves, with 4 burners and two oil tanks. Were \$1.47 Hardwood Ice Chests, lined with galvanized iron; family size. \$2.97 Ranney Refrigerators; sliding pipe; capacity, 40 lbs. Were Refrigerators; ... solid ash, enamel lined; 45 inches high; capacity, 65 lbs. Were \$12.50..... \$9.87 White Mountain Ice Cream Freezers; triple motion; threequart size. Were \$2.25 and Nursery Refrigerator and Water Cooler; packed with min-eral wool. Was \$2.25...... \$1.74 Snow Ball Makers, with cover: galround shape. Were 25c.....

Galvanized Iron Refrigerator Pans, with side handles; large size. 19c Porcelain-lined Water Coolers, with nickel faucet; two-gallon \$2.39 Garden Hose, 25 feet long, with reel and brass nozzle. Were \$1.97 Garden Hose, 25 feet; 4 ply; steel wire bound; patent spray nozzle; guaranteed. Were Lawn Mowers; best quality steel; sharp; ready for use; guaranteed. Were \$2.25......... \$1.97 Garden Rakes, best steel, with 6-ft. handle. Were 25c..... Solid Brass Lawn Sprinklers to fit any size hose. Were 59c. 47c Grass Shears, English steel; best quality; large size. Were Galvanized Iron Watering Pots; 4-qt. size. Were 39c...... 10 Solid Brass Dining Room Domes; art glass shade; complete with inverted Welsbach light. Were \$10.50...... \$5.97 4 Electric Table Lamps, with art glass shade; wired; ready to \$4.50 3 Solid Brass Gas Table Lamps; art glass shade, with fringe; Welsbach burner, mantle and six feet of tubing. Were \$4.00... \$2.95

Parlor Table Lamps; extra large size, with center draft burn-er. Were \$5.50 and \$7.50.... \$1.50 Decorated Table Lamps; stand and

### Books, Stationery

-and Summer Girl Jewelry.

Boys' Alger and Henty Books, all in cloth binding. Were 25c. 25c Two for.....

Copyright Books, published at \$1.50: Red Roman, The Unpardonable War, A Man Without Principle, The Miracle Worker, Friday, the Thirteenth, The Letters of Theodora Rouse, Long Odds, Nachette, Chambers' Popular Encyclopedia, Congressman Pumphrey, The Sorrows of a Show Girl, Collector of Whiskers, Cynic's Calendar, Nonsense Book, Confession of a Woman, The 15C Jungle Baby. Choice for ....

Works of Shakespeare, 39 volumes, covered with silk-Hbbed \$4.50 cloth. Regular \$10.00 set. Works of Shakespeare, 14 volumes; handy volume size. Regular \$1.75

\$3.00 set.....

Box Stationery, white cloth finish; 24 sheets of paper and 24 en- 10c velopes. Were 25c..... Box Initial Stationery, paper and envelopes complete; each sheet of paper stamped in blue. Were 7c

19c ..... Mourning Stationery, 24 sheets paper and 24 envelopes, with 9c black border. Were 250 ...... White Envelopes, 25 in package;

American and Parisian Jewelry: Cuff Pins, Link Cuff Buttons, Brooch Pins, Jabot Pins, Veil Pins, Elastic and Persian Belting, Belt Pins, Patent and Leather Belts, Black Silk Fans, Shell Hair Barrettes, Side Combs and Back Combs. Some 6C were 50c and 75c....

Parisian Jewelry; Jet Pins, Enamel Cuff Pins and Bar Pins, Pearl Cuff Links, Coral, Pearl and Turquoise Neck Chains, Military and Souvenir Wash Belts, Hat Pins, Coral Earrings, Enamel Collar Pins, Rhinestone Jabot Pins. Some 15c were \$1.00.....

Beaded Dog Collar Chains; jet and turquoise; also Jet Hat Pins; many pretty designs. Some 9c ere boc.....

Hair Barrettes, classique wave and

best hold; Hair Bands, shell and amber, plain and rhinestone set- 18c tings. Some were 50c..... Beaded Elastic Belts, with buckle and large back orns- 25c

ments ..... Metal Girdle Belts, importer's sample line; plain and jewel ef-fects. Worth up to \$10.00 \$1.48

Pictures in 5x7-inch brown frames; 87c all clean and perfect. Were 5c pastoral, marine and landscape scenes. Were 25c.....

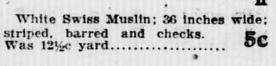
# Summer Furniture and Draperies, On Fourth Floor.



Window Shades; embossed gloria Holland; 36x72 inches; spring rollers; white, green and ecru. 25c Scotch Madras: 36 inches wide; white, ivory and ecru. Was 23c



Complete 98c



Art Craft Scrim; light colored patterns; reversible. 121/2C



\$2 size, 98c



In "Tiffany Room"

With a Thousand and One Other Things.



\$10 Sets, \$6.98



## Teaspoons, 6 for 21c

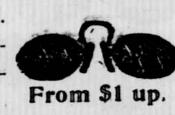


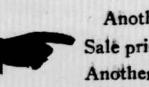
Roger's Famous Silverware Reduced.

Six Tablespoons...... Six Silver Knives......\$1.10 \$2.00 Soup Ladles.....\$1.19 Six Butter Spreaders ......... \$1.19 Six Orange Spoons......\$1.00 Six Teaspoons......44c 

When in doubt see Dr. Samuel. No charge for consultation. Office hours: 9 a.m. to 5 p.m.-Balcony Parlor, First Floor.

85c





Another list of "Stock-Taking" Sale prices in this morning's Post. Another will be in this evening's Sunday Times.